

DOWNTOWN ORILLIA MANAGEMENT BOARD

BOARD MEETING

Minutes

October 15, 2013– 6:00 pm

in the DOMB Board Room

33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Present: Sarah Valiquette-Thompson, Susan Willsey, Ralph Cipolla, Pete Bowen, Mariano Tulipano, Bob Willsey, Ron Spencer

Regrets: Eric Cathcart, Nick Raseta

Also Present: Leslie Fournier, LisaThomson-Roop (staff), Jacklynn Tregunno (staff)

1. Open Session

2. Chair

3. Call to Order 6:03pm

4. Approval of Agenda – Approved as amended move 14. Deputation Motions to immediately after 6. Deputations.

5. Disclosure of Interest

Sarah Valiquette Thompson-Declared 12 b. Santa Claus Parade Band Sponsorship. She sits on that committee

6. Deputations

a. Leslie Fournier, Streets Alive! 2014

Art Grows Here – Planter, artist will create a sculpture growing out of the planter

It's a program that enhances the appeal of Downtown Orillia not just an event. Great promotional material. Media is taking notice of the projects and the Downtown.

Sponsorship Request from the Board: Downtown Orillia \$7000. Will include \$5000 second place and \$2 thousand to help produce postcards (guide books are too costly)

Recognition for the sponsorship: recognized in print, social media mentions.

Help start dialogue with merchants,

Action: Report for the next meeting. Staff involvement. Budget 2013. Ask Leslie for final numbers. Guide book? Suggestions on ways, publications piece, back page. Guide book make it more feasible.

7. Deputation Motions

Motion 1:

Moved: Ron Spencer

Seconded: Mariano Tulipano

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“THAT the Downtown Orillia Management Board Sponsor Streets Alive! 2014 in the amount of \$7000.00, subject to a report from staff.”

Carried.

8. Minutes

September 17, 2013 – Carried as amended. Add Mariano Tulipano as Present.

9. Closed Session

10. Open Session

11. Motions arising from Closed Session Discussions

12. Correspondence – Information Items

a. Treasury- Budget Report

b. Treasury – Detailed Trial Balance

c. Office of the City Clerk – Special Saturday Transit Route

d. Office of the City Clerk – Façade Grant 189 Mississauga Street East -

This grant did not include the sign. It covered the stucco for the building. All of the required paperwork was received as per grant procedure. Staff to send detailed report back to City of Orillia Clerk's Dept.

e. Development Services – Committee of Adjustment –Notice of Decision

f. The Sharing Place- Thank you for Ashiko World Music Festival Support

h. Office of the City Clerk – Jazz Festival/Autumnfest Street Closure

i. Office of the City Clerk – Candlelight Parade Road Closure – Free Parking in Lots

j. Office of the City Clerk – Board Vacancy and Replacement Appointment -

k. Ministry of Citizenship and Immigration – Award for Volunteerism in Ontario –

Action: nominate Wayne Boucher. DMB staff to put together the package. Ask other event organizer to help with the package.

l. Development Services – Committee of Adjustment – Notices of Public Hearing

Receive all except d. and k. as information

13. Correspondence – Action Items

a. Trent Severn Waterways Advertising Opportunity – Consider selling space to the businesses most likely to be frequented by boaters, revamp ad to target boaters and what they are looking for i.e. restaurants, restock etc. Email to other board members for comment.

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MOTION 2.

Moved: Ron Spencer

Seconded: Ralph Cipolla

“THAT the Downtown Orillia Management Board purchase a full page ad in the Discover the Trent Severn Waterway Guide at a cost of \$675.00 plus HST.

AND THAT the cost be debited from the 2014 Spring Promotion Budget, to not repeat last year’s ad. Have Jacklynn review ad and produce to board.”

Carried.

b. Santa Claus Parade Sponsorship

Sarah Valiquette-Thompson left the table due to a conflict of interest.

MOTION 3

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board sponsor a band in the 2013 Santa Claus Parade at a cost of \$250.00.

AND THAT the Sponsorship be debited from the Community Event Sponsorship Budget.”

Carried.

c. Perch Festival Sponsorship –

MOTION 4

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board sponsor the 2014 Orillia Perch Festival Kids Prize at a cost of \$500 Downtown Dollars.

AND THAT the cost be debited from the 2014 Spring Promotion account.”

Carried.

d. Office of the City Clerk – Appointment to Transit Advisory Committee

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Motion 5

Moved: Bob Willsey

Seconded: Ralph Cipolla

“THAT the Downtown Orillia Management Board nominates Eric Cathcart to serve on the Transit Advisory Committee for a three year term expiring on November 30, 2016.”

Carried.

14. Reports

- a. Personnel/Staff Task Report Update

Marketing Intro:

Action: Add Farmers Market to Directory Signage in parking lots

- b. Financial Report

MOTION 6

Moved: Bob Willsey

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board pay the financials as presented dated prior to October 15, 2013.”

Carried.

Direction: Change future motions to say report.

- c. Recreation Facility

Direction: Send Letter to council now, requesting Council hear from Tribal Partners.

- d. Events Committee – everyone’s. Oh Christmas Trees, use trees in their décor. VIP passes. Jazz Festival sales for kick off have been good. Everything downtown except Lake Country.

- e. Marketing Committee –
Received as information

- f. Farmers Market Transition Committee –

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Direction: Have Jacklynn explore marketing partnership opportunities with Farmers Market.

- g. First Impressions Partnership – Owen Sound
Working on report for Owen Sound. Will let board know when the presentation is set up.
- h. Façade
153 Mississauga Street East Façade Grant,

Motion 7

Moved: Susan Willsey

Seconded: Bob Willsey

"THAT the Downtown Orillia Management Board approve a Facade Grant in the amount of \$ 460.00 to Eric Clark (Details) at 153 Mississauga Street East. This is 40% of the \$ 1150.00 estimated improvement. Payment will be issued on completion of improvement and submission of paid receipts and a photo of the new facade to the DMB office."
Carried.

14 Peter Street South Sign Grant

Motion 8.

Moved: Bob Willsey

Seconded: Ron Spencer

"THAT the Downtown Orillia Management Board approve a Signboard Grant in the amount of \$938.00 to ProActive Health at 14 Peter Street South. This is 40% of the \$ 2345.00 estimated cost of the sign. Payment will be made in three installments:
1 On the completion of the sign and submission of paid bills and photo of the installed sign.
2. On the first anniversary of the sign's installation
3. On the second anniversary of the sign's installation."
Carried.

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- i. EDC – No report.
- j. Parking Advisory Committee - Lot 11 under construction
- k. Transit Committee
- l. Streets Alive!
- m. Lakehead Update
- n. Chamber Update
Meeting in September. Shop Local campaign and Port doing well. Mariano Tulipano has been appointed to the Executive

15. Deputation Motions - moved to directly after Deputations

16. Date of Next Meeting –Tuesday November 19, 2013. –DOMB Board Room

17. Adjournment 8:10pm